GOVERNMENT OF INDIA
COMMERCE AND INDUSTRY
LOK SABHA

UNSTARRED QUESTION NO:24
ANSWERED ON:18.07.2016
Tea Exports
Vanaroja Smt. R.

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

(a) whether it is true that the countries which have helped in boosting tea exports from India and which face intense competition from Kenya and Sri Lanka, are Russia, Iran and Pakistan and if so, the details thereof;

(b) whether some key markets have been identified by the Government for spearheading India"s tea export and if so, the details thereof;

(c) whether the export prices have been signed keeping in view the trend of declining tea prices and lower average realisation; and

(d) if so, the details thereof?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY (INDEPENDENT CHARGE)
(SMT. NIRMALA SITHARAMAN)

(a) to (d): Yes, Madam. Increase of tea exports from India were registered primarily in Russia, Iran and Pakistan along with other countries as per details in the following Table.

Sl. No.	Country	2015-16 Quantity (M. Kgs)	2015-16 Value (Rs. Crs.)	2014-2015 Qty (M.Kgs.)	2014-2015 Value (Rs. Crs)	Growth (%) Qty (M. Kgs.)	Growth (%) Value (Rs. Crs)
1	Iran	22.13	571.81	18.14	478.51	22	19.5
2	Russia	48.23	670.57	39.4	582.28	22.41	15.16
3	Pakistan	19.37	192.61	15.2	125.12	27.43	53.94

The five markets viz. Russia, Kazakhstan, USA, Iran and Egypt have been identified as potential markets for increasing Indian exports based on the parameters of their "Market attractiveness" and "Ability to serve". In addition, China and Chile have also been added for sustained promotion.Decline in export price realizations for tea during 2015-16 as compared to 2014-15 is attributed to the factors of global over-supply situation and currency fluctuations (sharp devaluation) in some key markets like Russia, Kazakhstan, Egypt leading to purchase of cheaper teas.
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